



THREE RINGS

THE BALLANTINE NEWSPAPER



VOL 4, No. 2

P. BALLANTINE & SONS

March 1960

RECORD ALBUM TO BE DISTRIBUTED

New Ballantine Jingle Series

Story on Page 3



Taking a Giant Step Clearing the snow away from the brewery area, after this month's big storm, giant-sized job. It was tackled quickly, however, and our own equipment, plus snow removal vehicles, worked round the clock in clearing streets and parking lots. The work done was a big aid in a large percentage of our delivery trucks on the road the morning the snowfall ended.

PINPOINTED . . .

Says Thanks

The wife of a Delivery Department employee, thankful for benefits provided by the Ballantine Plan, recently sent this letter to *Rudy Munz* of the Personnel Division: "Please accept my sincere thanks, appreciation and gratitude for the expeditious and capable manner in which Ballantine handled the processing and payment of the medical and hospital bills which were incurred when my daughter was stricken with Polio several months back. I am certain you can realize that the mental anxiety which we experienced during this period would only have been intensified by the onset of financial obligations for her care. It is reassuring to know that Jim is engaged by a company which is eager to understand, sympathize, and help alleviate some of these commitments at a time when they seem the most difficult to accept. I wish to thank you again on behalf of my husband, *James Coffey*, and myself for your cooperation and assistance."

* * *

Close Election

In an election held in Laurelton, N. J. late last month, Brewery supervisor *Ed Kinsella* missed becoming fire commissioner of that community by 34 votes . . . Ed, who at one time was a fireman in Newark, is a member of the volunteer fire department in Laurelton . . . He is also a volunteer member of the Laurelton first aid squad.

* * *

New Retirees

Yardmen *Stephen W. Butler* and *Frank H. Schempp*, and Bottler *Joseph Magin*, retired at the end of last month . . . Our best wishes for happy retirement go to them.

* * *

Pleasant Duty

Delivery Division supervisor *David Jameison* had a pleasant duty to perform last month . . . Active in his community as a Scoutmaster, it was his job to present an Eagle Scout award to his son, Explorer Scout *Richard Jameison* . . . Scout Jameison was the first member of his post to receive the award in 26 years . . . A picture showing the father and son combination, and the minister of the Second Presbyterian Church, which sponsors the post, was printed in the Newark Evening News.

* * *

Plan Collection

To help keep the Ballantine Blood Bank supplied, a two-day collection will be held on Tuesday and Wednesday, March 22nd and 23rd . . . The collection will be held in the Transportation building auditorium from 11 a.m. to 4:30 p.m. on the 22nd and 6:30 a.m. to 10 a.m. on the 23rd . . . If you want to aid the bank, plan to be among the donors.

* * *

Name Speakers

The committee for the Ballantine Employees' Communion Breakfast, which will be held in Newark on Sunday, April 3rd, has announced that speakers at the affair will be Right Reverend Monsignor *Thomas J. Reardon* (of "Guadacanal Diary" fame) and *Bert Wheeler* of the hit show "The Gang's All Here" . . . Committee members are selling tickets for the affair . . . Their names and other details about the Breakfast, can be found on the bulletin boards.

* * *

Presidential Invitation

Dr. Oscar Ulan, Ballantine's Medical Director, received an invitation from President Eisenhower to attend a meeting of the President's conference on Occupational Safety early this month in Washington . . . Dr. Ulan attended the three-day session and took part in discussion of ways to improve occupational safety and health of employees . . . President Eisenhower had been scheduled to address the conference but was on a trip when it was held . . . Vice-President *Richard Nixon* spoke in his stead.

* * *

Up the Ladder

Carole Cuva from clerk-typist to Stenographer in the Advertising Department . . . *George Breyan* from Trailer Scheduling clerk to Manager Control clerk in the Production, Planning & Control Department.

* * *

Income Tax Help

Help in solving the knottiest Federal income tax problem is no farther than the nearest telephone under the plan again adopted this year by the U.S. Internal Revenue Service . . . If you run into a problem while completing your income tax return at home, simply pick up the telephone, call the nearest Internal Revenue office, and ask for "Information" . . . A trained agent will be on hand during business hours to give you a quick, accurate answer at all offices . . . The nearest to you will be found listed under U.S. Government-Department.

BENEVOLENT ASSOCIATION DANCE BIG SUCCESS



DANCE COMMITTEE — Here are members of the committee that was instrumental in making the 24th annual Ballantine Benevolent Association reception and ball a big success last month. In front row are *Ed Guenther*, *John Hopkins*, *Bill Barker*, Chairman *Joe Zych*, Benevolent President *Peter Thier* and *Charles Jegge*. Back row: *Sidney Adler*, *Ben Shalkoff*, *Charles Smith*, *Ray Sagendorf*, *Travis Slaughter*, *John D'Angelo* and *Max Millstein*. Committee members *Hugo Becker*, *John Klauss*, *Francis Smigelskis* and *Henry Klubert* are not shown.

"Johnny Midnight" Starts in N. Y.

Metropolitan N. Y.-N. J. viewers can now see the Ballantine sponsored, new television series, "Johnny Midnight," every Tuesday night at 10:30 p.m. on Channel 4, New York. The show debuted in this area on March 15th.



STAR — Here's *Edmond O'Brien* portraying *Johnny Midnight*.

The thrill-packed series stars *Edmond O'Brien* in the title role of *Johnny Midnight*, a private eye who is a master at disguises. As *Midnight*, O'Brien portrays a former actor turned detective whose beat is the world of the theatre. The backstage atmosphere of Broadway is the setting for many of the series' segments.

In all, Ballantine is sponsoring the *Johnny Midnight* show in 19 states.

In The Family

Married. *Carl W. Shere*, Field Salesman, to *Patricia M. Grate* at a ceremony in Columbus, Ohio.

Married. *James Blair King*, Instrument Section supervisor, to *Elsie M. Archer* at a ceremony in Roxbury Township, N. J.

Married. *Marcella J. Charles*, Traffic, to *James B. Coughlin* at a ceremony in Atlantic Highlands.

Married. *Robert Schoener*, Addressograph, to *Patricia Bardi* at a ceremony in Irvington.

Born. A son, *Kevin*, to Mr. and Mrs. *William Kappoch* at Rahway Hospital, Rahway. The new arrival is the fourth child for the Kappoch couple. Dad is a bottle driver.

Close to Home

Our deepest sympathy goes to the families of the following employees who died within the past few weeks:

James O'Leary, Rhode Island Branch Manager. Mr. O'Leary had been associated with Ballantine since June of 1939. He lived at 105 Western Promenade, Edgewood, Cranston, Rhode Island.

James P. Muldoon, pensioner. Mr. Muldoon was a Ballantine Quarter-Century Club member. He joined Ballantine in 1933 and was a Brewer until his retirement at the end of last year. He lived at 214 Cleveland Avenue, Harrison.

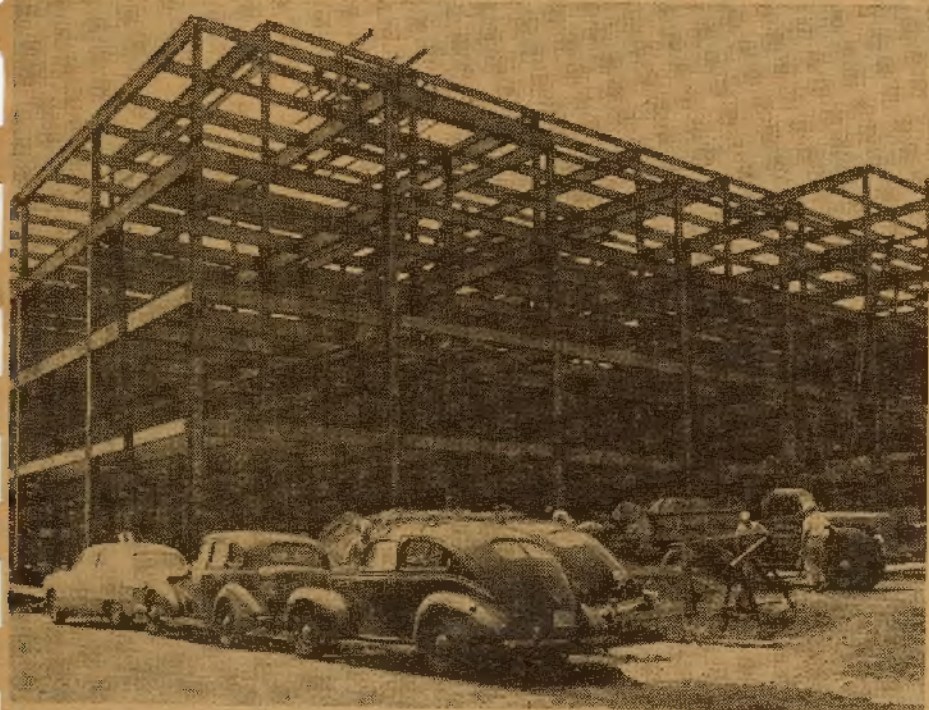
James P. Fogarty, pensioner. Mr. Fogarty joined Ballantine in 1945 and was a Porter at the time of his retirement in June 1958. He lived at 55 Oxford Street, Newark.

TAKE OATH TOGETHER



ALL IN THE FAMILY — The roster of U.S. citizens was swelled by the addition of five *McCabes* last month. Daughter *Kathleen*, center, a Ballantine Delivery Department employee, is shown with her mom and dad and two brothers as they took the oath of allegiance before Federal Judge *Richard Hartshorne*. The McCabe family arrived in this country from Ireland five years ago.

A PICTURE OUT OF THE PAST



PROGRESS — New construction has been a common sight at Ballantine for the last 26 years. But even though that's true we don't think our long-term employees, or even sharp-eyed new ones, will have much trouble figuring out which building this is. If you guessed it's the Utility Building housing the garage, cafeteria and several departments, you're right. The picture here was snapped in August 1950.

Fashion Show Held



AT THE SHOW — The Rizzuto family, Phil, Cora and daughter Pat, were guests at the fashion show presented for employees in our cafeteria

Free Record Album Has Unique "Hey, Getcha" Jingle Versions

You're in for a real musical treat.

In the very near future every Ballantine employee will receive in the mail a copy of a brand new record album containing nine of the most unusual variations of our "Hey, Getcha" jingle ever put together.

You've been hearing these variations daily on your favorite radio stations, but because of their unique and different accent on music, it was felt you'd like to add the entire series to your own private record collection.

Titled, "Ballantine Presents Music to Sell Ballantine Beer By," the album comprises our 1960 radio jingle campaign. Describing the features is a poor substitute for listening to the record but to give you an idea of what you, and the friends you'll play it for will hear, the nine musical arrangements include: Drumsticks on a bass fiddle; tom-toms; a bassoon; a jazz guitar; an organ and voices; and four perfor-

mances by some of the nation's top notch country and western musicians.

Incidentally, so that you'll have a



ARTISTIC — Your free record album will come to you in this decorative jacket.

ready reference as to what the record contains, the information about the different arrangements is printed on the album's back cover.

You'll find there, for instance, the news that Miss Eugenie Baird, a top vocalist, is featured on a good number of the variations. The "country" music stars include Buddy Emmons, Hank Garland and the Jordanaires.

This same record album has held a prominent spot in the recent series of sales meetings sponsored by Ballantine at which 1960 sales, advertising and merchandising programs have been discussed.

It'll be in your hands soon. Enjoy it.

INDUSTRY NEWS

Three Spectaculars

Here's good news both for the brewing industry and television lovers: The United States Brewers Foundation is planning to sponsor three television spectaculars in 1960.

The Ice Capades, which highlighted the initial Foundation television spectacular last year, will be the feature of the first of the three USBF shows in 1960. Titled, "Summer on Ice — 1960", it will star Tab Hunter, Gisele MacKenzie and Craig Stevens as host. This will be an hour-long special over NBC on June 2 and will be seen in the East at 9:30 p.m.

The 1959 "Summer on Ice" show sponsored by the USBF drew a very large audience and was the sixth highest-rated TV special of the year.

The second of the Foundation's three TV specials for 1960, will feature Esther Williams in a water show, to be produced at Cypress Gardens, Florida, over NBC in August. The third special will be in October. We'll print further information on that, and the other programs, in future issues.

* * *

Gain

Figures released last month confirmed both industry and other predictions that last year was Brewing's biggest sales year. The statistics showed '59 topped 1947, the industry's post-war peak sales year, by almost a half million barrels in tax paid withdrawals. The 1959 total was over 3 million barrels more than that of 1958.

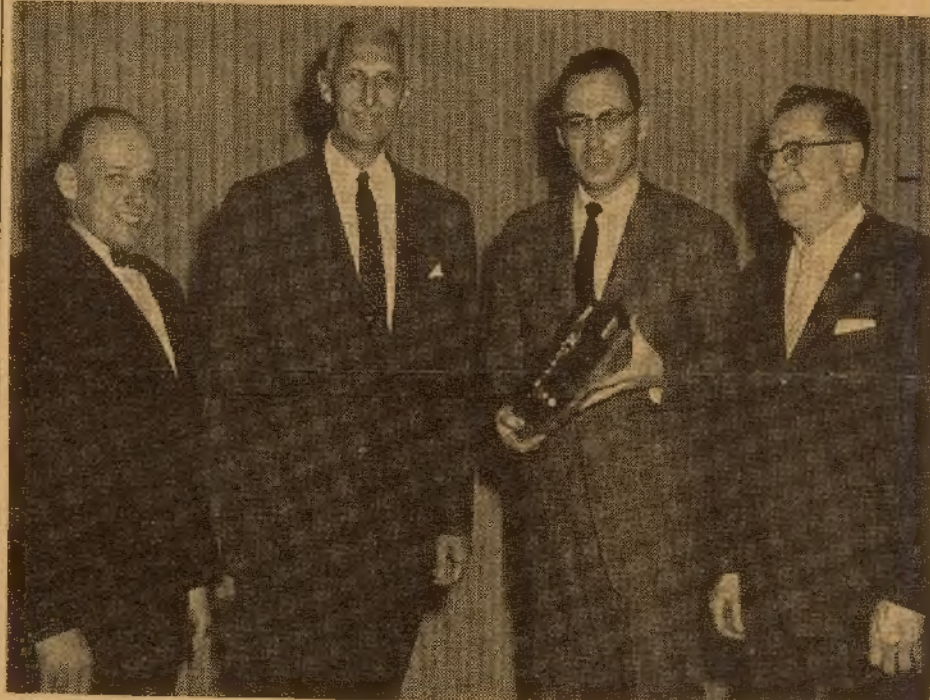
Our Canadian neighbors also enjoyed greater malt beverage sales last year. Figures published recently show that Canadian sales were 7.3 percent higher than in 1958.

* * *

Re-Elected

Ballantine President Carl W. Badenhausen was re-elected to the Board of Directors of the United States Brewers Foundation at the annual convention of the organization last month. Mr. Badenhausen was also again named to the Foundation's executive committee.

BREWING DEPARTMENT HONORED



HONORS TO BREWING — The 1959 Interdepartment Safety Contest Award, won by the Brewing Department, was accepted for the department by Brewing's William Dumler (third from left) at the Safety Award Dinner last month. In photo from left are: Al Miller of the Personnel Division and the Plant Safety Committee; Vice-President R. N. Bostock, who made the presentation; Dumler; and Ludwig E. Schueler, Personnel Manager and chairman of the Plant Safety committee.

USBF Award to Ballantine



FIRST PLACE — Ballantine President Carl W. Badenhausen (right) is shown receiving United States Brewers Foundation safety award, won by our Delivery Department personnel for the lowest ratio of personal injury accidents, from USBF Chairman and President Edward V. Lahey. The award was made at the USBF convention last month. Ballantine won the first place 1959 safety contest honors in the category for delivery departments with over 300 employees.

Representative
Frank Brink, Jr., Bottle House
Edward J. Pawlowski, Asst. General
Sales Manager (N. J. Bottle)
Carleton H. Perkins, N. J. Draught
Sales

15 Years

Joseph Besche, Bar Attendant
Stanley Krok, Bottle Driver
Francis A. Mulvaney, Engineering
Agostino Pontoriero, Porter
Michael R. Raumo, Trailer Driver
Chester Sadowski, Trailer Driver
John J. Sears, Garage

Claire L. Bock, Delivery
Jose Fernandez, N. Y. Public
Relations
James F. Gallagher, N. J. Telephone
Sales
Thomas F. Gordon, Jr., Field Sales-
man
John D. Hersey, Director of Sales
Training
Harold Severin, Yard
Albert Sirianni, Yard
Wallace W. Tyler, Baltimore
Branch Driver
Antoine J. Tristani, Machinist
Albert Weeks, Machinist

BOWLING LEADERS HOLDING FIRM

THREE RINGS



Tough For Challengers In Most Division Races

The Challengers have had better days.

That just about sums up the recent action in the six Men's Bowling league divisions. For the first time this season, an entire month has gone by without one leader being abruptly dropped out of first. What it means is that the leaders are aware there's only a few weeks remaining until the end of the season, so they're holding on for dear life.

In two of the division races at least, the No. 1 squads, instead of holding on, are beating the life out of the opposition. The Solid Five team has an impressive eight game margin (one at our last writing) in the Three Ring division, and the Bottle Drivers 7 team holds a like edge in the Body division. Last month the Drivers held only a two game lead.

In the other four divisions there has been little if any change in the

top standings. Personnel rules the roost in the Handy division, the Bottle Drivers 1 squad is the team to beat in the Purity division, the Bottle Drivers 4 contingent is the target in the Flavor division and the Bottlers 3 squad leads the way in the Extra Fine division.

On an individual basis, the highest single game bowled so far this season is Mike Frazzano's 266. Mike bowls with the Central Receiving combo in the Flavor Division.

PICK 3rd ROUND CLASSIC LANES

Lane sites for the third and final round of the Ballantine Classic were selected at a drawing late last month. The eight lanes picked, and the Sunday dates, are:

March 13 — Howell Lanes, Freehold.

March 27 — Haddon Lanes, Camden.

April 3 — Dover Lanes, Dover.

April 10 — Roosevelt Lanes, Jersey City.

April 24 — White Horse Academy, Trenton.

May 1 — Cherry Valley Academy, Maple Shade.

May 8 — Hy-Way Bowl, Union.

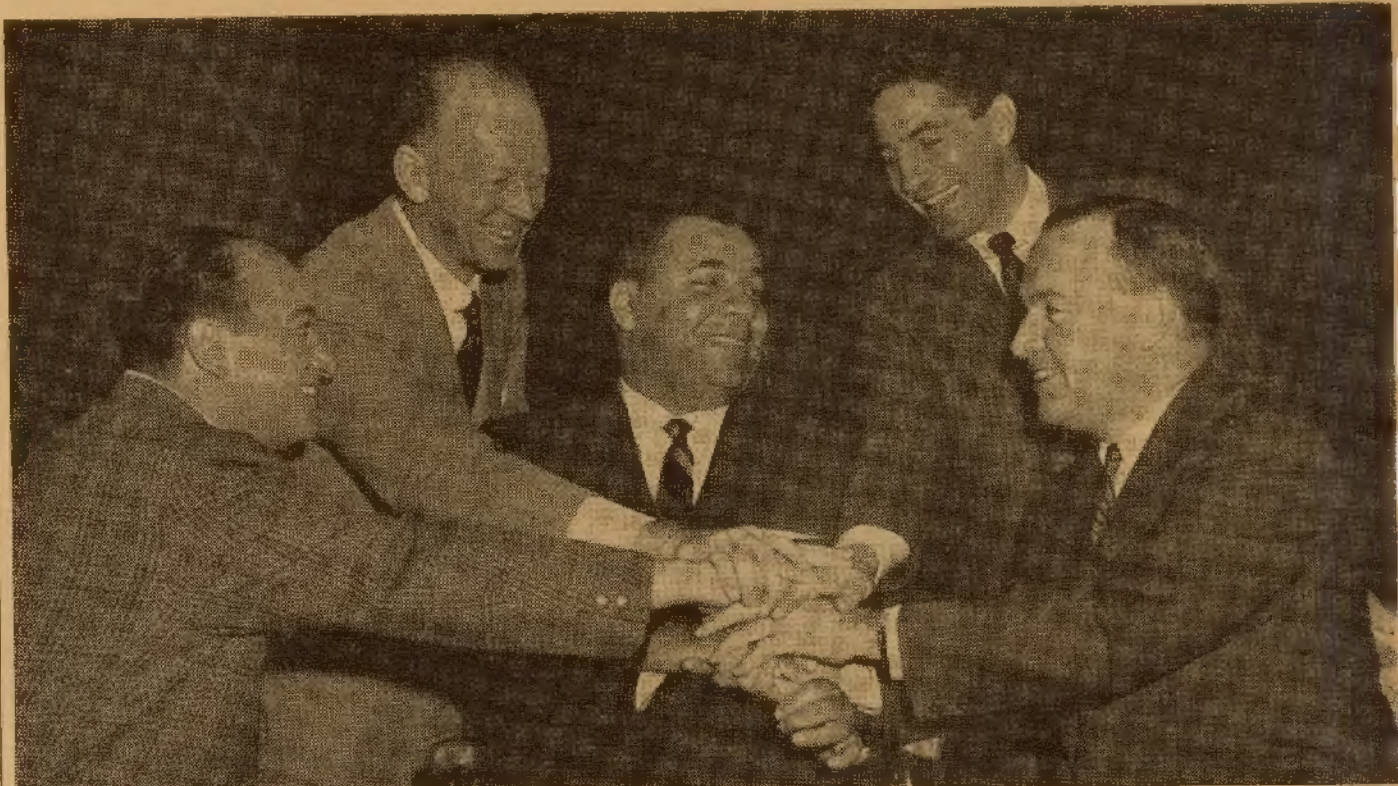
May 15 — Garden State Lanes, Paramus.

Singing star Eugenie Baird (now singing our "Hey, getcha cold beer"

jingle on radio) did the drawing. As with the 16 lanes which hosted the first two rounds of the Classic, the final round lanes represent various geographical locations throughout New Jersey.

Going into the last eight weeks of Classic activity, the league leading Patriots team (Eckert, Lago, Cassio & Falcato) is meeting stiff opposition from the second place Indians and the third place Hawks. At this writing the Indians squad, (Campi, Colletti, Lucci and Tarsio) is a scant two games behind the leader.

Employees are invited to view the Classic competition. If you plan to attend any of the matches figure on arriving early. The Classic has been a crowd gatherer and seats go fast.



TEAM MEMBER — The New York Yankees' trio of popular announcers and Ballantine Vice-President John E. Farrell are shown welcoming Roy Campanella into the Yankee broadcasting family. Campy will team with Mel Allen for a series of TV interview shows between-games on Yankee double-header days. Ballantine will sponsor the new shows, as well as its usual wide Yankee game coverage. From left are Mel Allen, Red Barber, Campy, Phil Rizzuto and Mr. Farrell.

Campy To Team With Mel Allen for Yankee Between-Games TV Shows

Roy Campanella and Mel Allen, two of baseball's best known personalities, will team up this coming baseball season for a special, Ballantine sponsored, 15-minute between-game television interview series which will be a feature on all New York Yankee double header days both at the stadium and on the road.

The new series will be part of the wide radio and television coverage of Yankee games which Ballantine will sponsor this season for the fourteenth straight year.

The plans for the interview series were announced at a special press luncheon. Ballantine Vice-President John E. Farrell was the spokesman for the joint announcement made by the Yankees and Ballantine.

In regard to Campanella, Mr. Farrell said, "Roy has been doing a radio show for us since August of 1958 and has just recently started a weekly television show in which we participate. We have all received a great thrill from watching Roy progress so rapidly with his new work behind the microphone. He is doing a fine job and we are sure Yankee fans will enjoy the addition of Roy's special shows to our Yankee double header days."

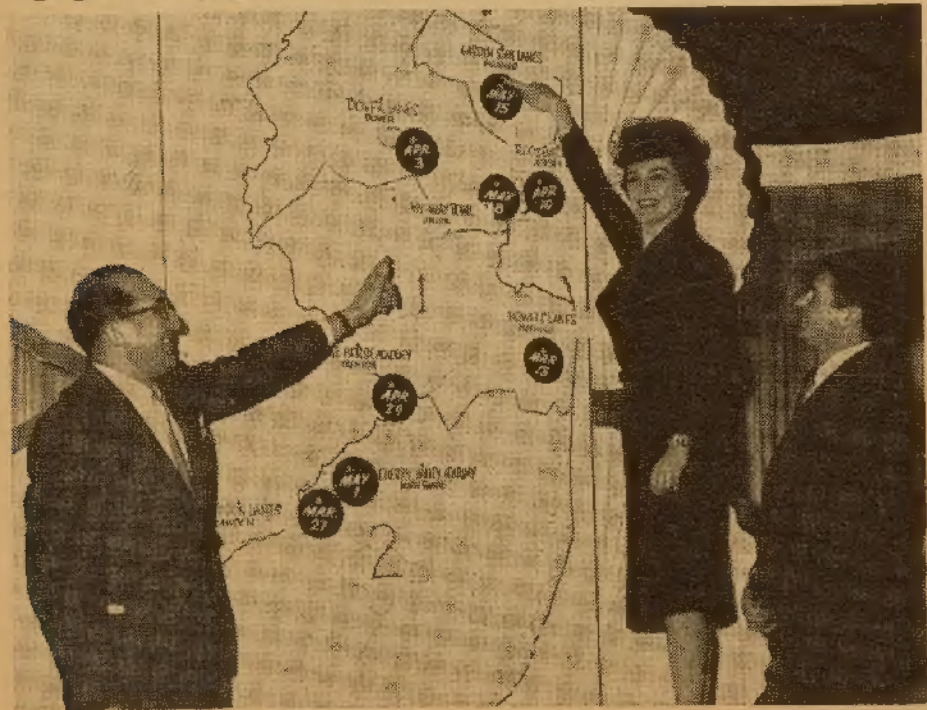
Commenting on his new program, which will make "old number 39 a major leaguer again," Campanella said, "My days as an active player came to a sudden halt much sooner than I had ever thought they would. Since my accident, my happiest moments have come from my radio and TV work, particularly those shows that have again brought me close to my friends in baseball. Baseball has been my whole life and I sure look forward to doing these shows for the Yankees and Ballantine and the Yankee fans. It should be a lot of fun, and just knowing that I am going to be with the Yankees and such great guys as Mel Allen, Red Barber and Phil Rizzuto, will make this a big year with me."

The interview series will be on video tape. The show will be programmed to permit Campanella to

develop a series of inside baseball and behind the scenes interviews with the stars of the individual games, managers, coaches, etc.

Play-by-play accounts of all Yan-

kee home and away games can be heard in the New York-New Jersey area over WMGM, New York. The television schedule will be over WPIX, Channel 11, New York.



CLASSIC POSE — Singer Eugenie Baird poses before map of New Jersey showing dates and lane sites for third and final round of the Ballantine Classic. At left is Ben Favius, President of the Bowling Proprietors Assn. of New Jersey. At right is Leonard B. Faupel, Ballantine Advertising Manager.

PUBLISHED MONTHLY BY P. BALLANTINE & SONS, NEWARK, N. J., IN THE INTEREST OF BALLANTINE EMPLOYEES AND THEIR FAMILIES. LEONARD B. FAUPEL, EDITORIAL DIRECTOR; JOSEPH VECCHIONE, EDITOR; TRUMAN TOLAND, ART DIRECTOR. REPRINTING OF CONTENTS FORBIDDEN WITHOUT CONSENT OF PUBLISHER.

Plant Reporters

Advertising, James Schaefer; Bottle House, Plant 1, John Tallman; Brewery, Plant 1, Rosey Rosamilia; Brewery and Bottle House, Plant 2, Jim Davison; Engineering, Jane Brozowski; Merchandising, Helen Miller; New York Office, Lucy Gruebler; Payroll-Accounting, John Lane; Personnel, Pat McCann; Production Office, Dorothy Reilly; Route Drivers, Artie Buehrer; Sales, Kay Reilly Huff; Sports, Rosey Rosamilia and Mike Kiselyk; Traffic Office, Frank Winnicki; Warehouse, Al Platz; Yard, John D'Angelo.

TRADEMARK "THREE RINGS" REG. U. S. PAT. OFF. COPR. 1960 P. BALLANTINE & SONS